

Digital Video Production

Individual or Team Event

Performance Event with Judge Q & A

Regulations

- *Refer to National Competitive Event Guidelines for description and procedures.*
- Student members, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well-organized, contain substantiated statements and are developed in an acceptable business style.
- Presentations should be clearly labeled with the name of the team members, school and state.
- **The Statement of Assurance event form (found in the Competitive Event Guide or on the Wisconsin FBLA site) must be submitted to the RLC host by the third Friday in January or to the State Office for the SLC by the first Wednesday in March.**

Eligibility

- Each local chapter may enter one (1) team at RLC and at SLC.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- Entries may be created by an individual member or by a team, not to exceed three (3) members.
- No more than one (1) team member may have competed in this event at an NLC or have competed more than two (2) years at the national level.
- At least one team member **MUST** participate in the presentation at SLC.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA does not count as an event.

Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Copyright information is provided in the FBLA Format Guide. You may also use the following Web sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

Procedure

The presentation may include elements such as graphics, pictures, music and special effects, sound, text, video and transitions. The 2014 topic will be: **Create a video on the importance of green practices; e.g., energy efficiency, hybrid technology, building certifications, etc.**

Pre-Judged Project Guidelines

- Video presentations must properly develop the given topic. Student members, not advisers, must prepare presentations.
- Video presentations should be at least two (2) minutes in length and no more than four (4) minutes in length.
- The production may use any method to capture or create moving images. Developers should collect and store for record written clearance or releases for all images of individuals, locations, storefronts and so on, included in the production should documentation need to be provided.
- Video must be uploaded to YouTube or SchoolTube, marked unlisted with comments disabled.
- The description area of the video must contain copyright information as well as the name of the event, state, names of participants, and school.
- Entries may be created in any video editing program.
- It is recommended that royalty-free music be used, but it still must be documented that the music is royalty-free.

Digital Video Production – Continued

Administration of Events

RLC	SLC
Statement of Assurances with URL to be submitted and arrive at the RLC Host by the third Friday in January .	Statement of Assurances with URL at the State Office by the first Wednesday in March .
	Participants are responsible for accessing and displaying the video production for their presentation.
	The top 8 finalists will present a 7 minute oral presentation at SLC. Finalists and schedules will be posted at SLC, not before.
	Chapters must provide their own audio/visual equipment, except screens.
	Five minutes will be allowed for the setup of equipment.
	All team members should participate in the performance; a minimum of one member must present.
	All team members must be registered for SLC.
Top THREE finishers advance to SLC competition.	Top THREE finishers advance to NLC competition.

Performance Event with Judge Q & A

Teams will have seven (7) minutes to present the case to describe the program. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.

Following the presentation, judges will conduct a three (3) minute question-answer period.

Judging

- All decisions of the judges are final.
- The rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.



FBLA DIGITAL VIDEO PRODUCTION Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed towards a specific audience	0	1-3	4-7	8-10	
Copyright information is noted in credits	0	1-3	4-7	8-10	
Presentation is clear and concise	0	1-7	8-14	15-20	
Effective use of technology	0	1-7	8-14	15-20	
Proper use of grammar, spelling, punctuation, etc.	0	1-2	3-4	5	
Presentation					
Presentation shows creativity and originality	0	1-3	4-7	8-10	
Presentation includes an effective opening, body, and conclusion	0	1-7	8-14	15-20	
Transitions are effective and appealing	0	1-5	6-10	11-15	
Audio and visual elements coordinated and complimentary	0	1-7	8-14	15-20	
Audio Editing • Good quality • Appropriate volume	0	1-5	6-10	11-15	
Proper Use of Video Technology • Video uses multiple camera angles • Video is smooth and steady • Video is in focus	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality of presentation	0	1-3	4-7	8-10	
Presentation effective at motivating audience to action	0	1-3	4-7	8-10	
Subtotal					/200 max.
Time Penalty Deduct five (5) points for presentation over four (4) minutes. Time: _____					
Penalty Points Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points): <input type="checkbox"/> incomplete description <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> video labeled incorrectly _____					
Final Score					/200 max.

Name(s): _____

School: _____ State: _____

Judge's _____ Date: _____

Signature: _____
 Judge's _____
 Comments: _____



FBLA DIGITAL VIDEO PRODUCTION Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Development of the topic in the presentation	0	1–3	4–7	8–10	
Use and the implementation of innovative technology	0	1–7	8–14	15–20	
Development and design process	0	1–7	8–14	15–20	
Use the video	0	1–7	8–14	15–20	
Proper documentation of pictures, audio, etc.	0	1–3	4–7	8–10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–2	3–4	5	
Subtotal				/100 max.	
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points				/100 max.	
Prejudged Score				/200 max.	
Final Score (add total points and prejudged score)				/300 max.	

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's _____

Comments: _____